

Note for Schwartz, Andrew

2041420603

From: Schwartz, Andrew
Date: Tue, Aug 4, 1992 12:45 PM
Subject: RE: Marlboro 5-PACK
To: St. Raymond, Steve
Cc: Nelson, Timothy

Steve:

Please add to your memo reference to ensuring the 5 pack is added to relevant scanning data files. Reporting the movement without this will underestimate performance. Please copy Bruce Neidle, Tim Nelsoin and Rick Shrager as well.

Thanks.
AS

From: St. Raymond, Steve on Tue, Aug 4, 1992 12:15 PM
Subject: Marlboro 5-PACK
To: Schwartz, Andrew

ANDREW-

THIS IS TO CONFIRM OUR CONVERSATION ON 7/29 REGARDING THE NEW 5-PACK HALF CARTON.

IRI WILL REPORT MOVEMENT OF THE 5 PACK VIA RAPID FACT DATA BEGINNING AUGUST 2, 1992 WHICH WILL FIRST BE AVAILABLE ON AUGUST 20, 1992.

AS WE DISCUSSED, THE MARLBORO REPORT WILL INCLUDE MOVEMENT OF THE 5 PACK BY MARKET FOR THE PACKINGS INCLUDED IN THE INITIAL OFFERING (REDS, LIGHTS, AND MEDIUMS). AS WITH RAPID FACT, THIS WILL FIRST BE AVAILABLE ON AUGUST 20, 1992 REFLECTING DATA THROUGH AUGUST 2, 1992.

IF YOU HAVE ANY QUESTIONS, PLEASE DO NOT HESITATE TO CALL ME AT X 2752.

THANKS,

STEVE

2041420604